



Bringing Buyers and Sellers Together!

FY15 Savings Against the Independent Government Estimate:
11%

FY15 Savings Against the Highest Bid:
23%

Small Business Awards:
90%

GSA Reverse Auctions

ReverseAuctions.gsa.gov

The General Services Administration (GSA) is managing a government-owned reverse auction platform, ReverseAuctions.gsa.gov for federal, state and local agency use. ReverseAuctions.gsa.gov is an efficient and cost effective platform designed to drive down the total cost of acquisitions and increase savings to customers and taxpayers. ReverseAuctions.gsa.gov can be used to facilitate the request for and submission of quotes for commodities and simple services through GSA Multiple Award Schedules (MAS), Blanket Purchase Agreements (BPAs), Agency Multiple Award Contracts (MAC), and Open Market acquisitions. Via ReverseAuctions.gsa.gov, buyers can solicit commodities and services in a robust and competitive environment where the sellers successively bid prices down until the auction time ends. *See web page for a current listing of available GSA and Agency vehicles.* An award can be made to the apparent low bidder provided it meets the terms and conditions of the solicitation and is technical acceptable.

Benefits

- No additional fees for products and services purchased on GSA vehicles
- Nominal transaction fee of 0.75% capped at \$1,500 for open market auctions
- Streamlines procurement cycle time
- Meets Notification requirements
- Increased small business utilization
- Provides spend data and historical pricing
- Direct communications between buyers and sellers
- Suited for lowest price technically acceptable actions and best value actions
- Faster contract execution



Training

For Buyer or Vendor training, please contact us at: ReverseAuctions@gsa.gov or, check available classes at: www.gsa.gov/events



Connect

Join the GSA Reverse Auctions Community on GSA Interact: <https://interact.gsa.gov/group/gsa-reverse-auctions>



Support

For general GSA Reverse Auctions support questions, please send an email to: reverseauctionshelp@gsa.gov or call 855-372-1094.

The GSA Reverse Auctions helpdesk hours of operation are Monday through Friday, 7:00 am to 6:00 pm CT.

GSA's Reverse Auction Platform is available for use by federal, state and local agencies

How do I access/log in:

To access GSA Reverse Auctions, go to reverseauctions.gsa.gov on your web browser. You can sign in using your GSA eBuy Username and Password or your Open Market Username and Password.

How do I register:

In order to access GSA Reverse Auctions you will need a valid GSA eBuy username and password.

Vendors may register for Open Market Auctions by typing, <http://reverseauctions.gsa.gov/vendreg.htm> in your web browser.

How to maximize your GSA ReverseAuctionsSM results

Know The Market: Prior to deciding to use reverse auctions for your acquisition, ensure that you perform adequate market research. Ensure that there are enough suppliers and resellers within the Small Business set-aside (if applicable) to create a competitive environment for your auction.

Use Multiple Schedules and SINs (Special Item Numbers) For MAS Auctions: Research the product or service in GSA Advantage under the part number and keywords to determine the available vendors and the different schedules. Including multiple schedules and special item numbers (SINs) can increase competition for your auctions

Verify Part Numbers: Prior to finalizing your auction, ensure that your part numbers are correct. Many vendors have unique part numbers for an original equipment manufacturers (OEM's) part. Part numbers can be verified through various sources such as GSA Advantage, Google, vendor websites, etc.

To Help Determine NAICS for Open Market Auctions: There are two tools located at GSA's eLibrary to help. (1) NAICS to Schedule/SIN crosswalk, and (2) PSC to Schedule/SIN crosswalk. They are located in the right hand corner of the screen under the heading, Schedule Contracts.

Clearly Define Your Requirements: Poorly defined requirements result in no bids or worse, technically unacceptable responses. There are no set limitations on what can be placed on a reverse auction whether simple or complex, the key is ensuring that your specifications are clearly defined.

Choose A Good Auction Name: Name your auction in a manner that is relevant to vendors. Doing this will allow vendors to know at first glance if they are interested in bidding. Clear naming conventions increase your auctions chances for success and vendors opening the auction to bid.

Tailor Your Decrements: Use business judgment when deciding what dollar value you want the auction prices to be reduced in each bid. If your decrement is too large your rate of competition can be negatively affected.

Consolidating Unrelated Products: Do not consolidate unrelated items/services into one auction just to save time. Placing unrelated items into a single auction causes vendors to partially bid or no bid because they cannot provide all of the items or the configuration.

Limit Your Attachments: Ensure that you are clear on what attachments must be completed by the vendor with the submission of their bid. We recommend against attaching a separate solicitation to your reverse auction. The reverse auction itself is the solicitation. Feel free to add documents such as a statement of work, performance work statement, terms and conditions, excel document, etc., when needed. While it is not required, GSA recommends attaching any Brand Name Justification or Limited Sources Justification.

Timing Is Everything: For the best results, issue the auction for 5 to 7 business days to optimize competition

Ask For a Review of Your Reverse Auction: If you are unsure or uncertain about anything concerning your Reverse Auctions, prior to releasing your Reverse Auction save it as Draft and contact us for a review and/or suggestions.

Points of Contact

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General Services Administration / Centers for Disease Control / Veterans Administration / US Air Force / Department of Justice / US Army / Other Agencies
Matthew Wright, matthew.wright@gsa.gov

**For a listing of all GSA and VA schedules
and other agency contracts available,
go to the web page
reverseauctions.gsa.gov**



ReverseAuctionsSM



www.gsa.gov
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